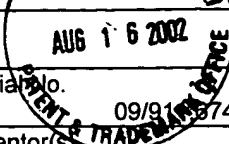


3622

 <b>TRANSMITTAL LETTER</b>			Case No: 9623/334
Serial No. 09/915,874	Filing Date July 24, 2001	Examiner Melanie A. Kemper	Group Art Unit 3622
Inventor(s) Darren J. Davis et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			

TO THE COMMISSIONER FOR PATENTS

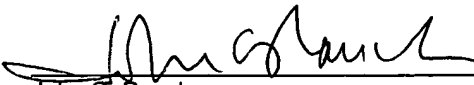
Transmitted herewith is: Transmittal Letter (in duplicate); Supplemental Information Disclosure Statement; PTO 1449 form; copies of cited references B1-B2 and post card.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a \_\_\_\_\_ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

					Small Entity		Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9=		x \$18=	
Indep.		Minus			x 39=		x \$78=	
First Presentation of Multiple Dep. Claim					+\$130 =		+\$260=	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$\_\_\_\_\_. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$\_\_\_\_\_ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.


Respectfully submitted,

  
 John G. Rauch  
 Registration No. 37, 218  
 Attorney for Applicants

BRINKS HOFER GILSON & LIONE  
 P.O. BOX 10395  
 CHICAGO, ILLINOIS 60610 - (312) 321-4200

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 GROUP 3600

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on August 12, 2002.

Date: 8/12/02 Signature: 



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on

August 12, 2002

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or  
Registered Representative

Signature

8/12/02

Date of Signature

Our Case No. 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Darren J. Davis et al.

Serial No.: 09/911,674

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH ENGINE

Examiner: Melanie A. Kemper

Group Art Unit: 3622

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

#5/IDS  
Suppl IDS  
8.21.02

The references now cited are the following:

**US PATENT DOCUMENT**

DOCUMENT NUMBER	DATE	NAME
US 2002/0004735 A1	01/10/2002	Gross

**OTHER ART AND RELATED DOCUMENT**


Press Release article titled "GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", *Business Wire*, dated May 19, 1998, printed from the Internet at <<http://www.dialogclassic.com/main.vingw>> on 11/9/00, 2 pages.

In accordance with 37 C.F.R. § 1.97(g),(h), this Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,



John G. Rauch  
Registration No. 37,218  
Attorney for Applicants

BRINKS HOFER GILSON & LIONE  
P.O. Box 10395  
Chicago, IL 60610  
Tel. (312) 321-4200  
Fax (312) 321-4299



FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/334
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3622
(use several sheets if necessary)		APPLICANT(S): Darren J. Davis et al.

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	B1	US 2002/0004735 A1	01/10/2002	Gross		
	B					
	B					
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## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
	B						
	B						
	B						
	B						
	B						

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)						
	B2	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < <a href="http://www.dialogclassic.com/main.vingw">http://www.dialogclassic.com/main.vingw</a> > on 11/9/00, 2 pages.					
	B						
	B						
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AUG 1 9 2002

GROUP 3600

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.